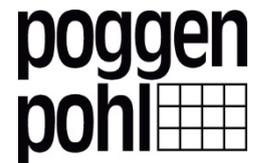


# PRESS RELEASE



Herford, 13th September 2014

## **"Best design kitchen of the year" and "Best brand" 2014**

### **Poggenpohl is awarded international prizes for product and brand leadership**

The premium kitchen manufacturer Poggenpohl has now been honoured with internationally prestigious prizes not just once, but twice - the new kitchen concept P´7350 Design by Studio F. A. Porschereceived the world's leading prize for innovation, the "Plus X Award" with the additional quality label "Best product of the year 2014". At the same time, the international brand marketing organisation Superbrands rated the brand Poggenpohl as one of the strongest and best in Germany and honoured the Herford company for its outstanding brand leadership with the "Superbrand Germany 2014/2015" label.

For the Superbrands organisation, independent business experts select a company's outstanding product and corporate brands and nominate them for the assessment procedure. An expert panel of prominent representatives from industry, politics, media, agencies and universities rate the nominated brands according to the criteria of brand dominance, customer loyalty, goodwill, durability and brand acceptance. As the only selected kitchen manufacturer, Poggenpohl was able to convince for the fifth time in a row and was awarded the coveted distinction "Superbrands Germany 2014/2015". Poggenpohl therefore numbers among the German premium brands with a high level of brand awareness and acceptance among consumers.

Right on time for launching of the new P'7350 Design by Studio F. A. Porsche, the extraordinary kitchen concept has now been honoured with the world's leading prize for innovation, the "Plus X Award". The P'7350 impressed the jurors in the categories of high quality, design and functionality and also received the quality label "Best product of the year 2014" from the expert panel. High-ranking partners from 25 sectors gather together in the international, impartial jury of the "Plus X Award" to rate products from the areas of technology, sport and lifestyle and honour manufacturers for the quality advantage of their products. The "Plus X Award" has now been awarded for the 11th time.

Poggenpohl is presenting the P'7350 Design by Studio F. A. Porsche as a highlight of the exhibition in Herford as part of the 2014 kitchen mile. The premium kitchen manufacturer is following the trend of matt surfaces here and is exhibiting an elaborate P'7350 arrangement in matt black lacquer with contrasts in New Zealand pine in addition to a very pure P'7350 in matt polar white lacquer with harmonious stone grey highlights.

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